



\$ Partnering For
Profit \$



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EST Distributors + EST Technology =
Savings

Savings = \$ Profit \$



What Do You Require From Your Fire Alarm System ESD ?

- A Turnkey Project ?
- Equipment & Supervision of Installation ?
- Other ?



What ~~is your true~~ Total Direct Cost For The Fire Alarm System ?

Is the low price on bid day
really the best price ?



Cost ? Maybe, Maybe Not...

Turnkey is probably the easiest method of assuring your TDC, but even then there is no guarantee the dollars will not change.

Equipment & Supervision of Installation = Total Direct Cost ?

Not quite, there's more...

Fire Alarm Equipment

+

Supervision of Installation

+

Electrical Material

+

Electrical Contractor Labor

=

TOTAL DIRECT COST !



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EST Technology Saves You Money !

- Dual Input Modules **save** material & labor !
 - Siga CT2 and Siga WTM
 - Requires one EC provided single gang box
 - Only one data connection
 - Monitor a water flow and tamper from one module
 - Monitor damper position and fan status for smoke control applications with one module
 - No separate 24v circuit required
 - ...and more!



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EST Technology Saves You Money !

- Less stringent wiring requirements
saves material & labor !
 - Uses non-shielded wire
 - Does not require twisted pair cable
 - Perfect for retro-fit using existing wire



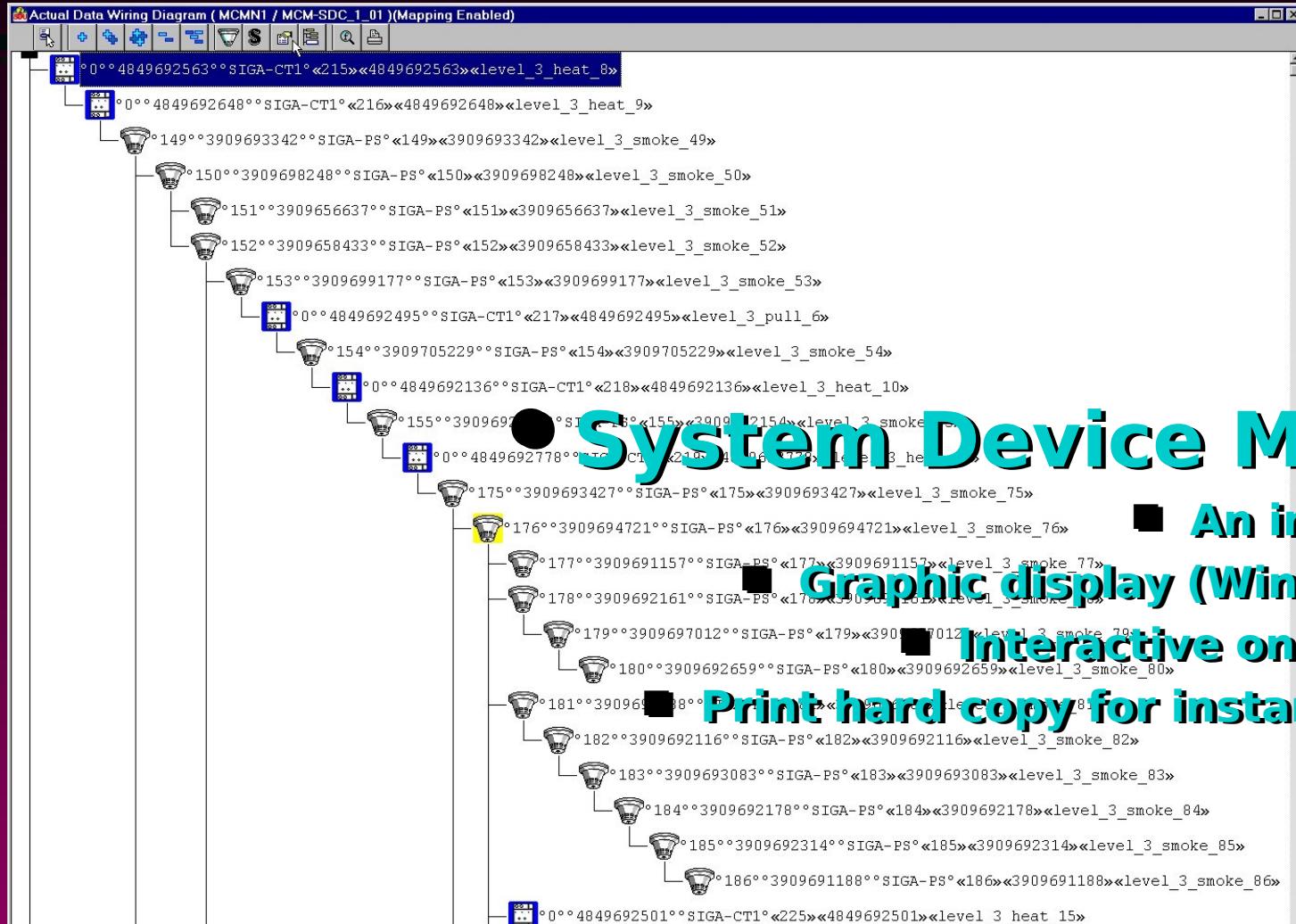
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EST Technology Saves You Money !

- Electronic Addressing **saves you labor !**
 - No address switches for the Electrician to set
 - Eliminates duplicate and incorrect addressing
 - Device replacement is a snap



Reduced Installation Cost



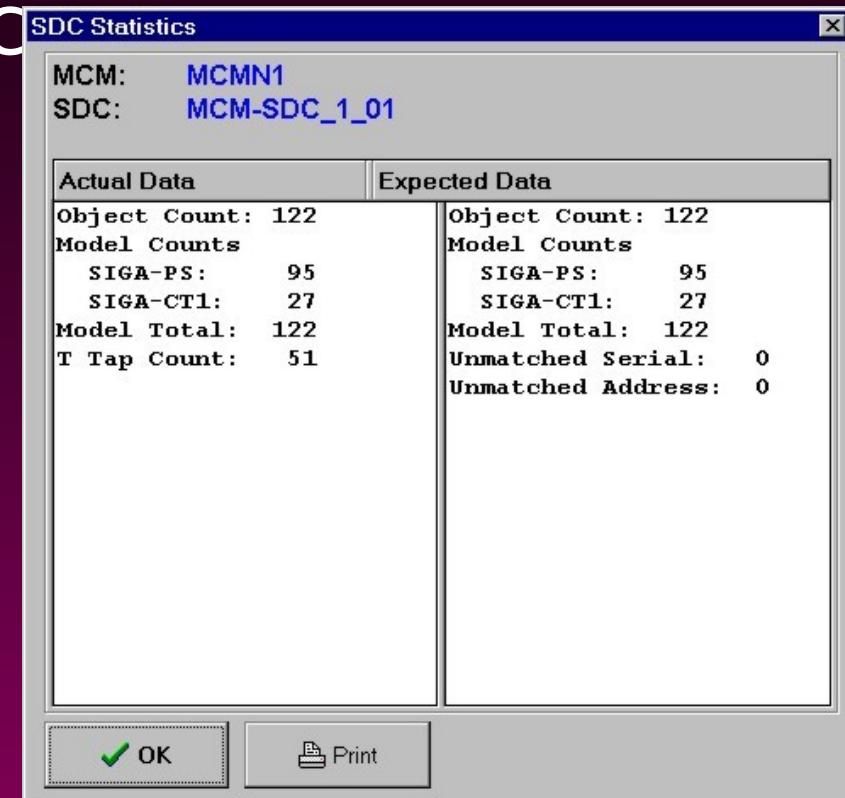
System Device Mapping

- An industry first!
- Graphic display (Windows based)
- Interactive on PC w/mouse
- Print hard copy for instant “As-Built” drawing



Troubleshooting Assistance

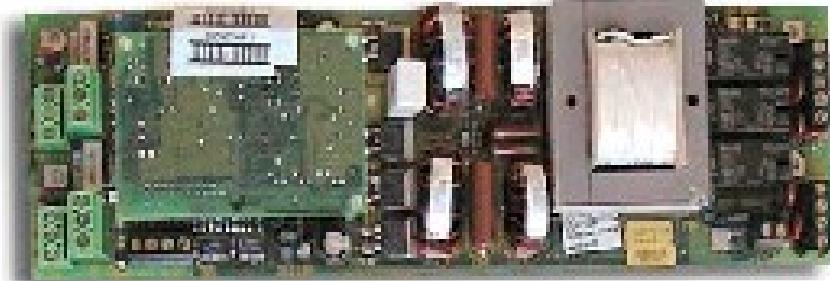
- Mapping Diagnostic
- Error Codes
- Ground Faults



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EST Technology Saves You Money !

- Power Limited 25 & 70 Volt Audio
 - Eliminates the need for separate raceways!



SIGA-AA30

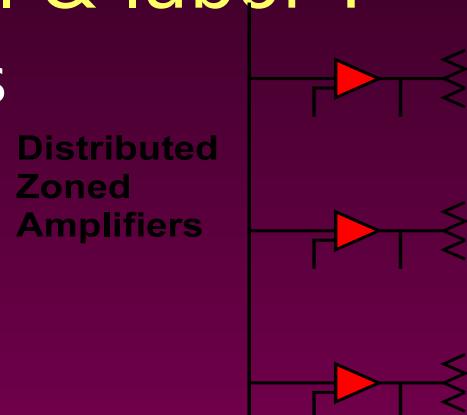


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EST Technology Saves You Money

- Multi-plexed Multi-Channel Audio Capability **saves you material & labor !**

- 8 Channels on one pair of wires
- Less terminations
- Less wire

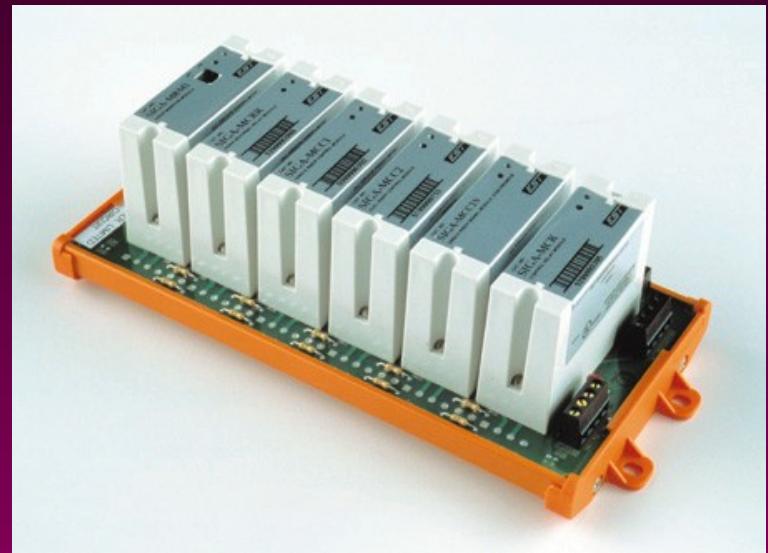


Page _____
Alert _____
Evacuation _____
Auxiliary _____
Stairwell _____
Elevator _____
Environmental _____
Emergency _____



UIO Modules save material & labor !

- Universal Input/Output Modules
 - Up to 12 input points per UIO
 - Common data in data out connection for all 12 addresses
 - Convenient mounting



The Genesis Evolution

- New innovations in Signaling Technologies
- Attractive design, reduced size
- Easy installation using 1 gang box
- Enhanced retrofit and add on capability
- Needs only two wires for separate horn & strobe silencing
- Superior optics due to new technology



The future of signaling is here!



SAMPLE TERMINATION ANALYSIS: EST

- **25 WATERFLOWS**
- **25 TAMPERS**
- **30 PULL STATIONS**
- **28 MONITOR POINTS**
- **10 CONTROL RELAYS**
- **250 SMOKE DET.**
- **60 ROOM DOOR HLDRS**
- **20 ISOLATORS**
- **40 HORN-STROBES**

| | QTY. | TERMINATIONS | TOTAL |
|----------------|------|--------------|--------------|
| SIGA-WTM(DUAL) | 25 | 8 | 200 |
| SIGA-278 | 30 | 4 | 120 |
| SIGA-CT1 | 28 | 6 | 168 |
| SIGA-PS | 250 | 0 | 0 |
| SIGA-SB(STD) | 170 | 4 | 680 |
| SIGA-RB(RELAY) | 60 | 6 | 360 |
| SIGA-IB(ISOL.) | 20 | 4 | 80 |
| SIGA-CR | 10 | 6 | 60 |
| HORN/STROBES | 40 | 8 | 320 |
| | | | |
| TOTAL | | | 1,988 |



SAMPLE TERMINATION ANALYSIS: Simplex

- **25 WATERFLOWS**
- **25 TAMPERS**
- **30 PULL STATIONS**
- **28 MONITOR POINTS**
- **10 CONTROL RELAYS**
- **250 SMOKE DET.**
- **60 ROOM DOOR HLDRS**
- **20 ISOLATORS**
- **40 HORN-STROBES**

| | QTY. | TERMINATIONS | TOTAL |
|-----------------|------|--------------|--------------|
| IAM(FLOW) | 25 | 6 | 150 |
| IAM(TAMP) | 25 | 6 | 150 |
| 2099-9795(PULL) | 30 | 4 | 120 |
| ZAM(MONIT) | 28 | 6 | 168 |
| 4098-9701PHOTO | 250 | 0 | 0 |
| 4098-9781(SB) | 190 | 4 | 760 |
| 4098-9783(RB) | 60 | 10 | 600 |
| 2098-9027(ISOL) | 20 | 7 | 140 |
| HORN/STROBES | 40 | 8 | 320 |
| ZAM(RELAY) | 10 | 6 | 60 |
| TOTAL | | | 2,468 |



SAMPLE TERMINATION ANALYSIS: EST VS SIMPLEX

EST:

TOTAL

TERMINATIONS: 1988

SIMPLEX:

TOTAL

TERMINATIONS: 2468

TERMINATIONS SAVED: 480

HOURS SAVED: 43.2!!

(480/10 = 48 X .9hr. = 43.2hrs.)

Terminations (Connections): Every 10 terminations represent .9 hours of labor.*

*** 1994 National Systems Contractors Association Survey**



Experience with competing product gains new-found appreciation for Signature Series

For the past two years I have been installing the Signature Series (usually with the EST2 panel) in new commercial construction. As an electrician with a background mostly in power and lighting, your system is the only one I have ever worked with... until today.

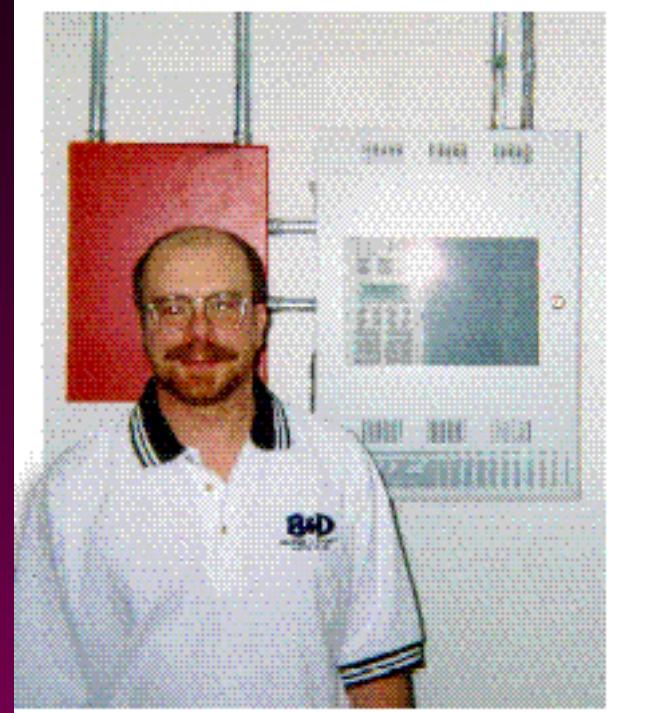
This morning I was sent to a jobsite in the final stages of construction. The system used there was a competing system which was addressed through micro switches with sensors that require both a 24 volt power cable as well as a twisted/ shielded signal cable. What a complicated joke! I'll spare you the details of the problems we had to deal with, but most involved accidental grounding of the shield.

While all of my Edwards installations have not been trouble free, I have a new found appreciation for the simplicity of the Signature Series design, especially with regard to it's ease of installation.

Keep up the good work!

Sincerely,

Harold Barnett



Electrician Harold Barnett found that his job was a lot easier because Signature doesn't require shielded wire.



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EST Distributors...

They Can Save You Money !

- Commitment to highly trained and skilled employees. EST REQUIRES IT !
This can save you labor!
- Committed to working together with you, the Electrical Contractor, to develop a job execution process tailored to meet your company's need.
This can save you labor!



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“Partnering rings up big benefits for JB White”

...from the spring 1999 issue of Retail Operations & Construction Magazine

- Time to completion was shortened from 30 months to 18 months by using the same team.
- Projects delivered on budget but ahead of schedule. (Sounds like profit to me!)



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“Are you really different from your competitors?”

...from “Power Source” Volume 4

- Potential clients buy based on perceived differences.
- If they perceive none, they will buy based on price.
- Many opportunities exist to differentiate your company based on how it goes about doing business.
- Companies who can do this can charge a premium, frequently as much as 10%.





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Are you still awarding jobs based on the low price on bid day ?

If your company is not prepared to move into the future....

IT'S COSTING YOU MONEY !!!



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Thank You !